

### YouGov / Commonwealth Survey Results

### Sample Size: 2032 GB Adults

Fieldwork: 23rd - 24th July 2024																									
			Vote	in 2024 (	GE	Vo	te in 20	)19 GE	EU Rei	f 2016	Ge	ender		Ag	ge	-	Social	Grade		Country	у		Region in	England	-
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample		366	522	187	219	670	440	165	716	757	983	1049	213	839	502		1158	874	1758	98	177	482	333	246	697
Unweighted Sample		299	592	234	289	674	504	191	842	736	932	1100	147	864	519	502	1236	796	1736	109	187	495	344	197	700
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
To what extent would you personally support or oppose a policy to create 'GB Energy' - a publicly owned energy company which supports the transition to renewable energy and clean power technologies?																									
[Asked to a random half of the sample; n=1060]																									
Strongly support		12	48	37	18	13	54	39	39	19	32	25	40	32	29	17	31	25	28	35	28	26	27	38	27
Somewhat support		32	33	41	27	32		46	36	32	35	34	37	36	33	32	34	35	36	26	25	35	39	28	38
TOTAL SUPPORT Neither support nor oppose		<b>44</b> 19	<b>81</b> 14	<b>78</b> 11	<b>45</b> 22	<b>45</b> 22	<b>82</b> 9	<b>85</b> 7	<b>75</b> 12	<b>51</b> 19	67 13	<b>59</b> 17	77 5	<b>68</b> 14	<b>62</b> 15	<b>49</b> 22	65 13	<b>60</b> 18	64 14	<b>61</b> 15	<b>53</b> 23	61 19	<b>66</b> 14	<b>66</b> 16	<b>65</b> 11
Somewhat oppose		15	0	4	10	12	0	2	4	8	5	5	2	3	6	8	5	5	5	7	23	3	6	3	7
Strongly oppose		15	0	0	18	13	1	1	2	13	9	4	5	2	8	12	6	7	7	2	7	6	7	6	7
TOTAL OPPOSE		30	Ő	4	28	25	1	3	6	21	14	9	7	5	14	20	11	12	12	9	9	9	13	9	14
Don't know		8	5	6	5	8	7	5	8	9	7	14	12	13	9	9	11	10	10	15	16	12	7	9	10
energy company which supports the transition to renewable energy and clean power technologies? [Asked to a random half of the sample; n=972]																									
Strongly support	33	9	54	51	15	21	55	47	48	26	36	31	32	37	34	27	38	28	34	31	34	36	27	41	33
Somewhat support		25	32	31	28	26	33	32	30	26	29	33	35	33	28	27	31	31	31	28	29	30	33	28	32
TOTAL SUPPORT		34	86	82	43	47		79	78	52	65	64	67	70	62	54	69	59	65	59	63	66	60	69	65
Neither support nor oppose	16	32	7	12	21	26	4	15	11	21	15	17	9	13	20	22	14	18	16	18	11	15	18	19	16
Somewhat oppose	5	16	1	1	8	10	0	2	2	9	7	4	7	2	4	11	6	4	5	2	7	5	8	6	3
Strongly oppose		13	1	2	18	11	0	2	1	12	9	2	0	4	7	8	5	6	5	7	5	4	6	5	5
TOTAL OPPOSE		<b>29</b>	<b>2</b> 5	<b>3</b> 3	26	21	0 7	4	<b>3</b> 8	21 6	16 4	6	7 17	<b>6</b> 10	11 8	19	11 7	10	10	9	<b>12</b> 14	<b>9</b> 9	14	11 2	<b>8</b> 10
Don't know	9		Э	3	9	6	7	2	8	б	4	14	17	10	8	6	/	13	8	16	14	9	8	2	10
What impact, if any, do you personally expect GB Energy to have on your energy bills in the next																									
Twelve months?																									
Increase my bills a lot		13	4	5	24	16	5	6	6	17	12	10	9	7	12	17	9	14	11	11	7	10	13	12	11
Increase my bills a little		27	14	15	24	23	13	16	16	21	18	20	21	17	18 <b>30</b>	23	19	19	20	17	13	20	20	17	20
TOTAL INCREASE BILLS No impact		<b>40</b> 33	<b>18</b> 44	<b>20</b> 44	<b>48</b> 30	39 35	<b>18</b> 43	<b>22</b> 45	<b>22</b> 43	38 34	<b>30</b> 42	<b>30</b> 30	<b>30</b> 31	<b>24</b> 36	<b>30</b> 40	<b>40</b> 32	<b>28</b> 38	<b>33</b> 32	31 35	28 34	<b>20</b> 43	<b>30</b> 35	33 33	<b>29</b> 34	<b>31</b> 36
Decrease my bills a little		33 8	44 13	44 14	30 4	35 6	43 14	45 11	43 11	34 8	42 10	30 9	11	36 12	40 9	32 7	38 11	32 8	35	34 10	43 11	35	33 9	34 14	36 9
Decrease my bills a lide		0	2	0	4	1	2	0	1	1	1	2	2	2	9	1	2	2	2	3	1	1	3	14	2
TOTAL DECREASE BILLS		8	15	14	7	7	16	11	12	9	11	11	13	14	10	8	13	10	11	13	12	9	12	15	11
Don't know		19	23	21	15	19	23	21	22	18	17	29	26	27	20	20	23	24	23	25	26	25	22	22	23
		• • •	-		-		-				•							• •							

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### Sample Size: 2032 GB Adults

Fieldwork: 23rd - 24th July 2024			<b>A</b> 114				<u> </u>				
4		:	Split		,		Gross house	hold income			
	Total	Saw 'GB Energy'	Did not see 'GB Energy'	Under £20,000	£20,000 to £29,999 per year	£30,000 to £39,999 per year	£40,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	£100,000 and over
Weighted Sample	2032	1089	943	327	258	238	174	118	107	181	111
Unweighted Sample	2032	1060	972	316	268	248	176	135	119	184	110
	%	%	%	%	%	%	%	%	%	%	%
Fo what extent would you personally support or oppose a policy to create 'GB Energy' - a publicly owned energy company which supports the transition to renewable energy and clean power technologies?											
Asked to a random half of the sample; n=1060]		00	o	07	05	00	05	20	20	07	07
Strongly support		28	0	27	25	22	35	30	39	37	37
Somewhat support	34	34	0	30	36	40	41	36	29	35	29
TOTAL SUPPORT		62	<b>0</b> 0	<b>57</b> 19	<b>61</b> 14	<b>62</b> 15	<b>76</b> 13	66 7	<b>68</b> 16	<b>72</b> 12	<b>66</b> 15
Neither support nor oppose	15	15					13				
Somewhat oppose	5	5	0 0	2	6 7	5		13	9 2	5	2 9
Strongly oppose	6	6	-	10		4 9	4	8		2	
TOTAL OPPOSE Don't know	11 11	<b>11</b> 11	<b>0</b>	<b>12</b> 12	<b>13</b> 12	9 15	<b>5</b> 6	<b>21</b> 6	11 4	9	11 9
Fo what extent would you personally support or oppose a policy to create a publicly owned energy company which supports the transition to consurable operary and clean power.	1		, in the second s				Ū				
oppose a policy to create a publicly owned	1						C				
oppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power rechnologies?		0	33	26	32	39	31	45	49	35	42
oppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power technologies? "Asked to a random half of the sample; n=972]								45 33	49 34	35 37	42 31
poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power technologies? "Asked to a random half of the sample; n=972] Strongly support	33 31	0	33	26	32	39	31				
poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? (Asked to a random half of the sample; n=972] Strongly support Somewhat support	33 31 64 16	0 0	33 31 <b>64</b> 16	26 36 <b>62</b> 15	32 38 <b>70</b> 10	39 28	31 33	33 <b>78</b> 9	34 <b>83</b> 5	37	31 <b>73</b> 16
poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? (Asked to a random half of the sample; n=972) Strongly support Somewhat support TOTAL SUPPORT	33 31 64 16 5	0 0 0	33 31 <b>64</b> 16 5	26 36 <b>62</b> 15 2	32 38 <b>70</b> 10 5	39 28 <b>67</b> 17 4	31 33 <b>64</b> 16 14	33 <b>78</b> 9 3	34 <b>83</b> 5 7	37 <b>72</b> 17 1	31 <b>73</b> 16 3
poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power technologies? Asked to a random half of the sample; n=972] Strongly support Somewhat support <b>TOTAL SUPPORT</b> Neither support nor oppose Somewhat oppose Strongly oppose	33 31 64 16 5 5	0 0 0 0 0 0	33 31 <b>64</b> 16 5 5 5	26 36 <b>62</b> 15 2 5	32 38 <b>70</b> 10 5 6	39 28 <b>67</b> 17 4 6	31 33 <b>64</b> 16 14 3	33 <b>78</b> 9 3 4	34 <b>83</b> 5 7 2	37 <b>72</b> 17 1 8	31 <b>73</b> 16 3 1
poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? 'Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE	33 31 64 16 5 5 10	0 0 0 0 0 0 0	33 31 <b>64</b> 16 5 5 5 <b>10</b>	26 36 <b>62</b> 15 2 5 <b>7</b>	32 38 <b>70</b> 10 5 6 <b>11</b>	39 28 <b>67</b> 17 4 6 <b>10</b>	31 33 <b>64</b> 16 14 3 <b>17</b>	33 78 9 3 4 7	34 83 5 7 2 9	37 72 17 1 8 9	31 <b>73</b> 16 3 1 <b>4</b>
poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? 'Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE Don't know	33 31 64 16 5 5	0 0 0 0 0 0	33 31 <b>64</b> 16 5 5 5	26 36 <b>62</b> 15 2 5	32 38 <b>70</b> 10 5 6	39 28 <b>67</b> 17 4 6	31 33 <b>64</b> 16 14 3	33 <b>78</b> 9 3 4	34 <b>83</b> 5 7 2	37 <b>72</b> 17 1 8	31 <b>73</b> 16 3 1
poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? 'Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next	33 31 64 16 5 5 10	0 0 0 0 0 0 0	33 31 <b>64</b> 16 5 5 5 <b>10</b>	26 36 <b>62</b> 15 2 5 <b>7</b>	32 38 <b>70</b> 10 5 6 <b>11</b>	39 28 <b>67</b> 17 4 6 <b>10</b>	31 33 <b>64</b> 16 14 3 <b>17</b>	33 78 9 3 4 7	34 83 5 7 2 9	37 72 17 1 8 9	31 <b>73</b> 16 3 1 <b>4</b>
poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? 'Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next Twelve months?	333   331   64   16   5   5   10   9	0 0 0 0 0 0 0	33 31 64 16 5 5 5 10 9	26 36 <b>62</b> 15 2 5 <b>7</b> 16	32 38 <b>70</b> 10 5 6 <b>11</b> 9	39 28 <b>67</b> 17 4 6 <b>10</b> 6	31 33 <b>64</b> 16 14 3 <b>17</b> 4	33 78 9 3 4 7 7	34 83 5 7 2 9 3	37 72 17 1 8 9 3	31 73 16 3 1 4 7
poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? (Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next Twelve months?	33   31   64   5   5   10   9	0 0 0 0 0 0 0	33 31 <b>64</b> 16 5 5 <b>10</b> 9	26 36 <b>62</b> 15 2 5 <b>7</b> 16	32 38 <b>70</b> 10 5 6 <b>11</b> 9	39 28 <b>67</b> 17 4 6 <b>10</b> 6	31 33 <b>64</b> 16 14 3 <b>17</b> 4	33 78 9 3 4 7 7 7	34 83 5 7 2 9 3 3	37 72 17 1 8 9 3 3	31 73 16 3 1 4 7
oppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? (Asked to a random half of the sample; n=972) Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next Twelve months?	33 31 64 16 5 5 10 9	0 0 0 0 0 0 0	33 31 64 16 5 5 5 10 9	26 36 <b>62</b> 15 2 5 <b>7</b> 16	32 38 <b>70</b> 10 5 6 <b>11</b> 9	39 28 <b>67</b> 17 4 6 <b>10</b> 6	31 33 <b>64</b> 16 14 3 <b>17</b> 4	33 78 9 3 4 7 7	34 83 5 7 2 9 3	37 72 17 1 8 9 3	31 73 16 3 1 4 7
poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? (Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next Twelve months?	33 31 64 16 5 5 10 9	0 0 0 0 0 0 0 0 9 17	33 31 <b>64</b> 16 5 5 <b>10</b> 9	26 36 <b>62</b> 15 2 5 <b>7</b> 16	32 38 <b>70</b> 10 5 6 <b>11</b> 9	39 28 <b>67</b> 17 4 6 <b>10</b> 6 11 20	31 33 <b>64</b> 16 14 3 <b>17</b> 4 8 23	33 78 9 3 4 7 7 7 8	34 83 5 7 2 9 3 3 9	37 72 17 1 8 9 3 3 5	31 73 16 3 1 4 7 7 7 19
poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power technologies? (Asked to a random half of the sample; n=972) Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next Twelve months? Increase my bills a lot Increase my bills a little TOTAL INCREASE BILLS No impact	33 31 64 16 5 5 10 9 9 11 19 30	0 0 0 0 0 0 0 0 9 17 26	33 31 <b>64</b> 16 5 5 <b>10</b> 9 13 21 <b>34</b>	26 36 62 15 2 5 7 16 15 21 36	32 38 <b>70</b> 5 6 <b>11</b> 9 10 17 27	39 28 <b>67</b> 17 4 6 <b>10</b> 6 10 6	31 33 <b>64</b> 14 3 <b>17</b> 4 8 23 <b>31</b>	33 78 9 3 4 7 7 7 8 14 22	34 83 5 7 2 9 3 3 9 17 26	37 72 17 1 8 9 3 3 5 17 22	31 73 16 3 1 4 7 7 9 26
poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? 'Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next Twelve months? Increase my bills a little TOTAL INCREASE BILLS No impact	33   31   64   16   5   10   9   11   19   30   36	0 0 0 0 0 0 0 0 0 0 9 177 26 38	33 31 64 16 5 5 10 9 13 21 34 32	26 36 62 15 2 5 7 16 15 21 36 34	32 38 <b>70</b> 10 5 6 <b>11</b> 9 10 17 <b>27</b> 37	39 28 <b>67</b> 17 4 6 <b>10</b> 6 10 6 11 20 <b>31</b> 35	31 33 <b>64</b> 16 14 3 <b>17</b> 4 8 23 <b>31</b> 39	33 78 9 3 4 7 7 7 8 14 22 42	34 83 5 7 2 9 3 3 9 17 26 43	37 72 17 1 8 9 3 3 5 17 22 46	31 73 16 3 1 4 7 7 9 26 46
poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power technologies? (Asked to a random half of the sample; n=972) Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next Twelve months? Increase my bills a lot Increase my bills a little TOTAL INCREASE BILLS No impact	33 31 64 16 5 5 10 9 11 19 30 36 10	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	33 31 64 16 5 5 10 9 9 13 21 34 32 7	26 36 <b>62</b> 15 2 5 <b>7</b> 16 15 21 <b>36</b> 34 7	32 38 <b>70</b> 10 5 6 <b>11</b> 9 10 17 <b>27</b> 37 8	39 28 <b>67</b> 17 4 6 <b>10</b> 6 11 20 <b>31</b> 35 11	31 33 <b>64</b> 16 14 3 <b>17</b> 4 8 8 23 <b>31</b> 39 12	33 78 9 3 4 7 7 7 8 8 14 22 42 14	34 83 5 7 2 9 3 3 9 17 26 43 12	37 72 17 1 8 9 3 3 5 17 22 46 15	31 73 16 3 1 4 7 7 19 26 46 7

## Sample Size: 2032 GB Adults Fieldwork: 23rd - 24th July 2024

			Vote	in 2024	GE	Vo	te in 2	019 GE	EU Ret	f 2016	Ge	ender		Aç	je		Social	Grade		Country	у		Region ir	n England	
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2032	366	522	187	219	670	440	165	716	757	983	1049	213	839	502			874	1758	98	177	482	333	246	697
Unweighted Sample				234	289		504	191	842	736	932	1100	147	864				796	1736	109	187	495	344	197	700
Eine maar 2	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Five years? Increase my bills a lot	15	26	4	5	34	25	5	11	8	23	15	14	10	9	16	26	13	17	16	10	10	15	19	12	15
Increase my bills a little		17	10	16	16	17	11	14	13	16	15	14	16	11	15	19	14	15	15	20	10	14	12	15	16
TOTAL INCREASE BILLS		43	14	21	50	42	16	25	21	39	30	28	26	20	31	45	27	32	31	30	20	29	31	27	31
No impact	10	12	10	7	11	12	8	8	10	10	13	7	5	11	12	9	10	10	10	8	15	11	8	15	7
Decrease my bills a little	28	19	41	41	16	20	43	37	37	23	30	26	33	30	28	22	30	25	28	25	33	27	28	23	29
Decrease my bills a lot		6	12	6	7	5	11	5	10	6	8	8	9	11	7	3	9	7	8	8	7	8	9	11	8
TOTAL DECREASE BILLS		25	53	47	23	25		42	47	29	38	34	42	41	35	25	39	32	36	33	40	35	37	34	37
Ten years?	25	20	24	24	16	21	22	26	22	21	18	31	28	28	22	21	24	26	24	29	26	24	23	24	25
Increase my bills a lot	16	27	4	6	35	26	7	10	9	24	18	15	15	11	16	27	14	20	17	12	11	19	20	13	16
Increase my bills a little	9	13	7	9	10	11	6	9	9	10	9	9	5	7	10	14	10	8	10	8	4	10	7	9	11
TOTAL INCREASE BILLS	25	40	11	15	45	37	13	19	18	34	27	24	20	18	26	41	24	28	27	20	15	29	27	22	27
No impact		10	7	4	11	11	5	6	7	10	10	6	5	9	10	6	7	9	7	7	15	8	8	9	6
Decrease my bills a little		13	22	29	14	13		29	23	15	19	16	14	17	19	16	18	15	17	17	19	14	21	15	17
Decrease my bills a lot		13	34	27	12	14		21	28	17	25	22	33	28	22	12	25	21	23	22	25	24	19	28	23
TOTAL DECREASE BILLS Don't know	-	26 24	<b>56</b> 24	<b>56</b> 24	<b>26</b> 18	<b>27</b> 23	<b>58</b> 23	<b>50</b> 26	<b>51</b> 23	<b>32</b> 23	<b>44</b> 19	<b>38</b> 32	<b>47</b> 29	<b>45</b> 29	<b>41</b> 23	<b>28</b> 24	<b>43</b> 26	<b>36</b> 26	<b>40</b> 26	<b>39</b> 34	<b>44</b> 26	<b>38</b> 25	<b>40</b> 25	<b>43</b> 25	<b>40</b> 27
To the best of your own knowledge, and as far as you understand, which of the following do you feel BEST describes 'GB Energy'?		1				I			I		I		I				I		I			I			
A state-owned owned energy company that I can purchase energy from to supply my home		12	10	9	14	11	12	10	11	13	13	9	7	10	11	12	11	11	11	9	9	11	12	9	11
A state-owned owned energy company which builds, owns and operates renewable energy sources	28	23	36	35	25	25	33	37	31	25	31	25	30	28	25	29	28	27	28	31	28	26	27	34	27
A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure	13	13	15	18	11	13	17	16	17	10	16	10	11	14	15	10	14	12	13	8	14	12	15	14	13
A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure	9	11	9	10	8	11	9	8	10	9	10	7	9	7	10	10	10	8	9	10	10	8	9	9	9
None of these Don't know		6 34	1 28	2 26	10 33	5 34	1 28	0 27	2 29	6 36	5 25	3 47	4 38	2 38	5 33	4 35	4 34	4 39	4 36	3 40	5 35	3 40	5 32	4 30	3 38

#### Sample Size: 2032 GB Adults

Fieldwork: 23rd - 24th July 2024

			Split		1	r	Gross house	hold income			
	Total	Saw 'GB Energy'	Did not see 'GB Energy'	Under £20,000	£20,000 to £29,999 per year	£30,000 to £39,999 per year	£40,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year 181 184 % 7 14 21 14 31 17 48 16 8 10 18 10 18 10 23 31 10 18 10 23 31 14 18 10 14 36 14 14 13 36	£100,000 and ove
Weighted Sample	2032	1089	943	327	258	238	174	118	107	181	111
Unweighted Sample	2032	1060	972	316	268	248	176	135	119	184	110
	%	%	%	%	%	%	%	%	%	%	%
.Five years?	1		·- 1						_	_	
Increase my bills a lot		13	17	19	16	13	12	16	7		9
Increase my bills a little		12	18	19 <b>38</b>	14 <b>30</b>	16	16 <b>28</b>	9	19		13
TOTAL INCREASE BILLS		<b>25</b> 9	35 11	38 10	30 12	<b>29</b> 9	<b>28</b> 6	<b>25</b> 12	<b>26</b> 6		<b>22</b> 16
No impact		9 32	23	22	12	9 35	6 39	31	6 40		29
Decrease my bills a little Decrease my bills a lot		32 10	23 7	8	6	35 6	39 10	8	40 8		29 10
TOTAL DECREASE BILLS		42	30	30	33	41	<b>49</b>	39	48		39
Don't know		<b>42</b> 24	25	22	25	21	<b>49</b> 16	24	<b>40</b> 21		24
.Ten years?	23	24	25	22	25	21	10	24	21	10	24
Increase my bills a lot	16	14	20	23	16	15	14	16	8	8	10
Increase my bills a little	9	8	11	13	7	6	11	8	12		9
TOTAL INCREASE BILLS		22	31	36	23	21	25	24	20	-	19
No impact		7	9	7	13	10	8	7	4	-	9
Decrease my bills a little		18	16	15	18	22	16	17	26		16
Decrease my bills a lot	23	28	18	20	21	26	33	28	25	31	30
TOTAL DECREASE BILLS	40	46	34	35	39	48	49	45	51	54	46
Don't know	26	25	27	23	24	22	18	24	25	18	25
o the best of your own knowledge, and as far as ou understand, which of the following do you eel BEST describes 'GB Energy'?	I		I								
A state-owned owned energy company that I can purchase energy from to supply my home	11	12	9	10	12	15	8	13	8	14	6
A state-owned owned energy company which builds, owns and operates renewable energy sources	28	29	27	25	31	29	34	25	38	36	34
A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure	13	13	13	10	12	11	14	19	19	14	25
		0	8	9	10	10	7	11	6	13	9
A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure	9	9	0								
encourages private investment to expand Britain's	9 4	3	6	3	4	3	0	3	3	2	4



#### Sample Size: 2032 GB Adults Fieldwork: 23rd - 24th July 2024

Fieldwork: 23rd - 24th July 2024			Vote	in 2024 (	GE	Vo	te in 20	)19 GE	EU Ref	2016	Ge	ender		Ac	ie		Social	Grade		Country	,		Region in	England	
					-													0.000							
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample			522	187	219	670		165	716	757	983	1049	213	839			1158	874	1758	98	177	482	333	246	697
Unweighted Sample	2032	299 %	592 %	234 %	289 %	674 %	504 %	191 %	842 %	736 %	932 %	1100 %	147 %	864 %	519 %	502 %	1236 %	796 %	1736 %	109	187 %	495 %	344 %	197 %	700 %
And if you could decide how 'GB Energy' was	70	70	70	70	70	70	70	76	70	70	70	76	70	70	70	70	70	70	70	70	76	70	70	70	70
going to be set up, which of the following would you personally MOST want 'GB Energy' to be?																									
A state-owned owned energy company that I can purchase energy from to supply my home		20	20	13	25	20	24	11	19	23	21	18	9	18	24	22	18	21	19	17	21	23	18	16	19
A state-owned owned energy company which builds, owns and operates renewable energy sources	32	19	43	44	23	25	42	49	40	26	34	29	37	34	31	26	33	30	31	34	35	29	36	39	28
A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure	9	8	11	12	6	8	9	13	10	7	11	6	8	10	8	8	10	6	9	7	6	8	12	9	8
A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure	9	19	6	13	7	14	5	12	10	10	10	9	13	6	9	15	10	9	10	4	7	8	8	9	13
None of these Don't know		14 20	1 19	3 15	18 22	12 22	1 20	1 13	2 19	13 20	8 16	6 31	4 29	4 28	9 19	11 19	5 23	9 25	7 24	8 31	8 24	6 26	8 18	6 20	6 26
And are there any other functions that you would personally like to see 'GB Energy' fulfil? Please tick all that apply Would you like it to be																									
[Excluding those who said 'None of these' or 'Don't know'; n=1447]		1				1			i		1	I	1				I		1		I				
A state-owned owned energy company that I can purchase energy from to supply my home		27	41	44	30	29	42	47	41	33	34	38	34	38	35	33	35	37	35	40	40	31	37	42	34
A state-owned owned energy company which builds, owns and operates renewable energy sources	27	24	27	21	26	23	30	20	26	25	30	23	28	28	25	25	25	28	27	24	24	28	26	19	30
A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure	25	24	27	31	19	22	25	30	26	21	25	25	38	23	26	21	28	20	26	19	19	27	20	23	28
A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure	27	24	32	34	22	24	29	36	30	22	29	24	34	27	26	24	30	22	27	31	22	26	24	32	28
None of these Don't know		12 10	3 10	2 10	10 10	11 10	4 11	2 8	5 8	8 12	7 8	5 14	9 12	5 12	7 10	6 9	7 9	5 13	6 10	7 10	6 16	6 12	7 11	8 9	5 9

## Sample Size: 2032 GB Adults Fieldwork: 23rd - 24th July 2024

	Fieldwork: 23rd - 24th July 2024											
Total   Sinv Ga   Older of Energy   E3939 per (25939 per (2593 per (259			5	split				Gross house	hold income		· · · · · · · · · · · · · · · · · · ·	
Unweighed Sample   2022   1000   972   316   208   248   176   135   119   184   110     And if you could decide how 'GB Energy' was going to be set up, which of the following would you personally MOST want 'GB Energy' to be?   No   % <th></th> <th></th> <th>Energy'</th> <th>Energy'</th> <th>£20,000</th> <th>£29,999 per year</th> <th>£39,999 per year</th> <th>£49,999 per year</th> <th>£59,999 per year</th> <th>£69,999 per year</th> <th>£99,999 per year</th> <th>£100,000 and over</th>			Energy'	Energy'	£20,000	£29,999 per year	£39,999 per year	£49,999 per year	£59,999 per year	£69,999 per year	£99,999 per year	£100,000 and over
And if you could decide how 'GB Energy' was going to be set up, which of the following would you personally like to see energy from to supply my home A state-owned owned energy company which builds, owns and operates renewable energy sources   92   21   18   24   19   27   21   18   24   17   15     A state-owned owned energy company which builds, owns and operates renewable energy sources and operates renewable energy sources and infrastructure   9   8   5   11   6   11   11   10   12   16     A state-owned company which brovides investment and incentives for private ompanies to develop and build renewable energy sources and infrastructure   9   8   5   11   6   11   11   10   12   16     A state-owned company which breeks out and encourages private investment to expand britain's nervexable energy sources and infrastructure   9   10   9   10   11   6   7   14   9   12   17     And are there any other functions that you would personally like to see 'GB Energy' fully Please tick all that apply Would you like it to be   7   26   27   28   27   26   27   28   27   26   27												
And if you could decide how 'GB Energy' was going to be an under the following would you personally MOST want 'GB Energy' to be? A state-owned owned energy company that I can purchase energy from to supply my home and operates renewable energy sources 19 21 18 24 19 27 21 18 24 17 15   A state-owned owned energy company that I can purchase energy from to supply my home and operates renewable energy sources 32 31 32 27 34 34 39 32 40 40 36   A state-owned company which provides investment and incentives for private company which seeks out and build renewable energy sources and infrastructure 9 9 8 5 11 6 11 11 10 12 16   A state-owned company which provides investment and incentives and infrastructure 9 9 8 5 11 6 11 11 10 12 16   A state-owned company which seeks out and energy company that lease and find structure 9 10 9 10 11 6 7 14 9 12 17   None of these '' the second infrastructure 7 6 7 8 4 5 <t< td=""><td>Unweighted Sample</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>-</td><td></td></t<>	Unweighted Sample										-	
application of the following would you personally MOST want 'GB Energy' to be?A state-owned owned energy company that Loan purchase energy from to supply my hom and operates renerwable energy sources1921182419272118241715A state-owned owned energy company thich builds owns and operates renerwable energy sources3231322734343932404036A state-owned company which builds encourses and infrastructure monotes to private companies to develop and build renewable energy sources and infrastructure bork mode99851161111101216A state-owned company which seeks out and encourses private investment to expand Britinas bork mode91091011671491217A state-owned company which seeks out and encourses and infrastructure bork mode767845283456And are there any other functions that you would personally like to see 'GB Energy' tuffit? Please tick all that apply Would you like it to be726272827282627262728272627262728272627262728272827262728272627282726272827262728272627<		%	%	%	%	%	%	%	%	%	%	%
purchase energy from to supply my home 19 21 16 24 19 21 16 24 17 15   A state-owned owned denergy company which builds, owns and operates renewable energy sources and infrastructure 32 31 32 27 34 34 39 32 40 40 36   A state-owned company which provides investment and incentives for private companies to develop and 9 9 8 5 11 6 11 11 10 12 16   A state-owned company which seeks out and encourages private investment to expand Britain's 9 9 10 9 10 11 6 7 14 9 12 17   None of these 7 6 7 8 4 5 2 8 3 5 6   Don't know 72 23 25 27 22 20 18 14 13 10   And are there any other functions that you would personally like to see '08 Energy' full? Please tick all that apply 34 38 33 30 35 40 42 38 40 32   A state-o	going to be set up, which of the following would											
owns and operates renewable energy sources3231322734343932404036A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure99851161111101216A state-owned company which seeks out and encourages private investment to expand Britains renewable energy sources and infrastructure91091011671491217None of these76784528356Dort know2423252722222018141310And are there any other functions that you would personally like to see 'GB Energy' fulfil? Please tick all that apply Would you like it to be3634383330354042384032A state-owned owned energy company which builds, owns and operates renewable energy sources2726272827282527262722A state-owned company which provides investment and incentives for private investment build renewable energy sources and infrastructure27262224212424302928A state-owned company which provides investment build renewable energy sources and infrastructure2726222629312325 <td></td> <td>19</td> <td>21</td> <td>18</td> <td>24</td> <td>19</td> <td>27</td> <td>21</td> <td>18</td> <td>24</td> <td>17</td> <td>15</td>		19	21	18	24	19	27	21	18	24	17	15
and incentives for private companies to develop and build renewable energy sources and infrastructure99851161111101216A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure91091011671491217None of these personally like to see 'OB Energy fulfil? Please tick all that apply Would you like it to be76784528356Excluding the downed energy company that I can purchase energy from to supply my home and operates renewable energy company which builds, owns and operates renewable energy sources3634383330354042384032A state-owned company which provides investment and incentives for private companies to develop and and incentives for private companies to develop and and incentives energy sources and infrastructure2726272827282527262728A state-owned company which provides investment and incentives for private companies to develop and and incentives for private investment to expand Britain's renewable energy sources and infrastructure27262226293123253330A state-owned company which provides investment and incentives for private investment to expand Britain's renewable energy sources and infrastructure27262226293123 <td></td> <td>32</td> <td>31</td> <td>32</td> <td>27</td> <td>34</td> <td>34</td> <td>39</td> <td>32</td> <td>40</td> <td>40</td> <td>36</td>		32	31	32	27	34	34	39	32	40	40	36
encourages private investment to expand Britain's91091011671491217None of these767784528356And are there any other functions that you would personally like to see 'GB Energy' fulfil? Please tick all that appy Would you like it to be7678452283566Excluding functions that you would personally like to see 'GB Energy' fulfil? Please tick all that appy Would you like it to be767283330354042384032Excluding functions that you would personally like to see 'GB Energy' fulfil? Please tick all that appy Would you like it to be72627283330354042384032Excluding functions what apply would you like it to be3634383330354042384032A state-owned owned energy company that I can purchase energy from to supply my home owns and operates renewable energy sources2726272827282527262722A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure27262226293123253330A state-owned company which peeks out and encoura	and incentives for private companies to develop and	9	9	8	5	11	6	11	11	10	12	16
Don't know2423252722222018141310And are there any other functions that you would personally like to see 'GB Energy' fulfil? Please tick all that apply Would you like it to be	encourages private investment to expand Britain's	9	10	9	10	11	6	7	14	9	12	17
personally like to see 'GB Energy' fulfil? Please tick all that apply Would you like it to be[Excluding those who said 'None of these' or 'Don't know'; n=1447]A state-owned owned energy company that I can purchase energy from to supply my home36A state-owned owned energy company that I can purchase energy from to supply my home37A state-owned owned energy company which builds, owns and operates renewable energy sources2728A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure27282920212223242526272829202122232425262728292920 </td <td></td>												
know; n=1447]A state-owned owned energy company that I can purchase energy from to supply my home3634383330354042384032A state-owned owned energy company which builds, owns and operates renewable energy sources2726272827282527262722A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure2524262224212424302928A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure27262224212424302928A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure27262226293123253330None of these684776544311	personally like to see 'GB Energy' fulfil? Please tick all that apply											
purchase energy from to supply my home3634383330334042384032A state-owned owned energy company which builds, owns and operates renewable energy sources2726272827282527262722A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure2524262224212424302928A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure27262226293123253330None of these684776544311	know'; n=1447]											
owns and operates renewable energy sources27282728272827202722A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure2524262224212424302928A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure27262226293123253330None of these684776544311			34	38	33	30	35	40	42	38	40	32
and incentives for private companies to develop and build renewable energy sources and infrastructure2524262224212424302928A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure27262226293123253330None of these684776544311		27	26	27	28	27	28	25	27	26	27	22
encourages private investment to expand Britain's2727262226293123253330renewable energy sources and infrastructureNone of these684776544311	and incentives for private companies to develop and	25	24	26	22	24	21	24	24	30	29	28
	encourages private investment to expand Britain's	27	27	26	22	26	29	31	23	25	33	30
	None of these	6	8	4	7	7	6	5	4	4	3	11
			11	10	10	13	9	9	9	10	12	12



### Sample Size: 2032 GB Adults

Fieldwork: 23rd - 24th July 2024	1
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			Vote	in 2024 (	GE	Vo	te in 20	)19 GE	EU Ref	2016	Ge	ender		Aç	je		Social	Grade		Country	1		Region ir	n England	
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2032	366	522	187	219	670	440	165	716	757	983	1049	213	839	502	477	1158	874	1758	98	177	482	333	246	697
Unweighted Sample				234	289	674	504	191	842	736	932	1100	147	864	519	502	1236	796	1736	109	187	495	344	197	700
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Imagine that you had a choice between keeping with your current chosen energy supplier or switching your energy supplier to 'GB Energy'. Do you think you would be more likely to [Asked to a random half of the sample; n=1060] Stick with my current energy supplier Switch my energy supplier to GB Energy Don't know	31	39 17 44	13 47 40	12 40 48	40 18 42	38 18 44	13 52 35	9 32 58	19 38 43	33 24 43	26 36 39	24 27 50	12 40 48	20 32 48	25 35 39	38 20 42	24 33 43	26 28 46	24 31 45	18 33 50	31 31 38	25 36 39	25 30 45	20 33 47	25 27 47
Imagine that you had a choice between keeping with your current chosen energy supplier or switching your energy supplier to a publicly owned energy company. Do you think you would be more likely to [Asked to a random half of the sample; n=972] Stick with my current energy supplier Switch my energy supplier to a publicly owned energy company	36	50 17	16 48	18 50	32 20	39 24	10 54	24 44	21 48 24	33 26	27 39	26 33	19 37	23 40	26 32	38 29	23 40	31 30	27 35 28	22 37	21 42 27	28 35	30 39	40 38	22 32
Don't know	38	33	36	32	49	37	36	32	31	41	34	41	44	37	42	33	37	39	38	41	37	38	32	22	46
*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be																									

considered statistically reliable. These figures should not be used.

#### Sample Size: 2032 GB Adults Fieldwork: 23rd - 24th July 2024

		S	plit				Gross house	hold income			
	Total	Saw 'GB Energy'	Did not see 'GB Energy'	Under £20,000	£20,000 to £29,999 per year	£30,000 to £39,999 per year	£40,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	£100,000 and over
Weighted Sample	2032	1089	943	327	258	238	174	118	107	181	111
Unweighted Sample 2	2032	1060	972	316	268	248	176	135	119	184	110
	%	%	%	%	%	%	%	%	%	%	%
Switch my energy supplier to GB Energy	25 31 44	25 31 44	0 0 0	27 33 40	28 24 48	26 31 43	23 36 42	31 42 27	16 40 43	17 39 44	17 34 50
Switch my energy supplier to a publicly owned energy company	27 36 38	0 0 0	27 36 38	29 32 38	26 40 34	28 38 34	24 38 38	33 37 30	20 47 32	24 41 36	24 52 24
*Any percentages calculated on bases fewer than											

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.